

# Easyflyer improves its environmental profile and doubles revenue year-on-year with HP Latex Printing Technologies



## At a glance

**Industry:** Sign & Display

**Business name:** Easyflyer

**Headquarters:** Orléans, France

**Website:** [easyflyer.fr](http://easyflyer.fr)



## Challenge

- Develop a profitable, sustainable business model for providing a broad range of personalised printed products.
- Create a cleaner working environment and offer certified applications.
- Find and install the best solutions possible for fulfilling the model.
- Grow business and markets served, and respond to a wide range of on-demand work.

## Solution

- Recognising that it needed to change its business model, in 2011 Easyflyer moved in to web-based large-format printing choosing an HP Latex Printer for its versatility and fast-drying prints.
- Greenguard Children & Schools certified HP Latex Inks with the HP Latex Printer to create printed graphics for sensitive indoor locations.<sup>1</sup>
- The ability of HP Latex Printing Technologies to deliver high quality at an affordable cost led to the installation of further HP Latex Printers; at the beginning of 2014.

## Results

- Since installing its first HP Latex printer in 2011, Easyflyer has grown by 100 per cent every year for the last three years; €1.4 million in 2012, €2.8 million in 2013 and a forecast €5.6 million in 2014. The number of employees has increased from 5 to 30.
- Ability to offer certified<sup>3</sup>, environmentally responsible printed materials, to customers who demand such standards.
- Odour free working environment without the need for special ventilation.
- New Roll-to-Roll or HP flatbed printer added every 3-4 months since first installation.
- New customers, large and small, have been attracted from all over France, Belgium and Switzerland.

“From the beginning of Easyflyer’s work in the large-format sector, we have used HP Latex printers. It was an excellent choice, giving us environmental benefits for us and our customers, print quality, short maintenance times, rapid employee training and, not to mention our annual growth-rate of 100 per cent.”

– Fabien Prêtre, founder and CEO, Easyflyer



“As a business model, we have more in common with a fast food restaurant than a traditional printing company,” says Fabien Prêtre, founder and CEO of the online printing company, Easyflyer. “The orders come in from all over and are usually shipped within 24 hours and D+4 depending on the customer’s needs.” It wasn’t always like this. Based in Orléans, France, Easyflyer was first set up in 2009 as a general printer following a business-to-business model – “things were not easy”.

“In 2011, we decided to try something different and reinvented ourselves as a mainly online web-to-print company offering large-format applications produced on HP Latex printers,” Prêtre says. “After discussions with HP Channel Partner, ID Numerique, we chose HP Latex Printing Technologies because we liked its eco-friendly approach, that it produced odourless prints and would help create a better working environment than solvent printers. At Easyflyer, we all work in open space environments, so we didn’t want solvents or odours, and HP Latex prints simply make it more comfortable for our employees as well as partners and clients visiting our workshops.”

### Web-based and social media-supported

A total overhaul of the e-commerce site - V2 - was completed in 2011 and represents an investment of several hundreds of thousands of Euros (front office and back office). It has made it possible for us to manage high levels of growth while maintaining optimal levels of customer satisfaction. Social media is used as an important part of Easyflyer’s marketing. It has a presence on Facebook, Instagram, Twitter and YouTube. All of these activities are the mark of a youthful, enthusiastic Web-To-Print start-up aiming for maximum transparency and multi-channel contacts with its clients.

“The average age of the people working here is 26,” Prêtre explains. “We understand e-commerce, social media and the modern marketing requirement to be fast, reliable and deliver quality.

“Unlike many companies, we do not use the Pareto model (80/20). We tend towards the LongTail model where 80 per cent of sales are generated by a very large number of clients, which reduces the risk of dependency on a few major clients as in the case of the Pareto model. Furthermore, we are extremely focused on customer satisfaction, which at Easyflyer, means that we have a high rate of return customers. In fact, 50 per cent of sales are generated by former clients – all less than three years’ old.

“Currently, 90 per cent of Easyflyer’s business is from France, the remaining 10 per cent is from bordering countries such as Belgium and Switzerland but we must focus on increasing our customer base in Europe.

“That’s another important consideration; with products printed with HP Latex Ink, we don’t need to worry about the safety regulations in other countries, and neither do our foreign customers,” Prêtre says. “We all know it’s safe.”

### The environmental credentials of HP Latex Printing Technologies satisfy client needs

Since 2011, Easyflyer’s personalised large format printing business has grown considerably and it needs extra capacity. During the year, it installed six more HP Latex printers along with two HP Scitex FB500 and FB700 Industrial Printers to respond to growing demand for rigid signage, and POS/POP displays. State-of-the-art Latex printers will be added to the fleet over the coming months.



“We have an excellent foundation with our HP Latex Ink capabilities and are working to build the POP/ POS market. Moving forward, we will continue to add HP printers and employees to meet the demands of our customers.”

– Fabien Prêtre, founder and CEO, Easyflyer



“We’re looking for printers that are affordable, flexible, fast, reliable, and deliver high-quality print,” he explains. “We have now bought seven HP printers; we trust the HP brand and have found that the prints from HP Latex printers satisfy our customers.

“An increasing number of Easyflyer customers want certifications;<sup>3</sup> HP Latex Printing Technologies entirely satisfies this need. If you are in institutions open to the public, in particular schools for children<sup>1</sup> or trade fairs, exhibitions, company lobbies, it is clear that you have to print with HP Latex because of the certification and that there is no odour. In the orders and online requests we receive every minute, there are indeed more and more companies and partners in France who require this environmental responsible solution.

“There is nothing more unpleasant than having a banner or tarpaulin which smells of solvents. HP Latex really solves this problem and it’s true that demand for this type of product is beginning to increase,” explains Prêtre.

“We really hope that HP Latex Ink will become a major standard on the market because we are not in favour of solvents which are not very environmentally responsible and we do want to offer our employees a comfortable working environment.”

Ease of use is another significant factor when Easyflyer chooses a new printer.

“Most of the people who work here don’t have a background in print,” Prêtre explains. “HP printers have snap-in printheads, intuitive touch screens and quick ink and media changes,

which means we can train people internally very quickly.”

## HP Latex applications from signage to interior decoration

“We do have major customers who are important to us, of course; every company needs them,” Prêtre says. “We’ve done a lot of work at a major chain of garden equipment centres, across several regions in France.

“We are in the process of completely redecorating 15 of its centres from top to bottom using a wide range of flexible and rigid applications using our HP Latex printers. We’ve done signage, posters, XXL textile wallpapers, banners and displays, on different media including textiles, self-adhesive vinyl, Forex, Dibond, canvas and other substrates,” he says. “Each centre takes an average of 500m<sup>2</sup> of printed media.

“For indoor applications, using HP Latex Printing Technologies is ideal as the client only has two days to redecorate each centre and the media is dry and ready to use straight from the printer. And since the centres have to open the morning after the redecoration is complete, it is especially important not to have the worry of odours or safety and this is possible with HP Latex Ink. The fact that we can offer them environmentally responsible products is an added advantage for this client with its green profile.”

“HP is at the cutting edge. It has established high standards in terms of environmental responsibility and I hope HP will keep that pace and continue to set an example to other manufacturers so that all manufacturers go in the same direction.”

– Fabien Prêtre, founder and CEO, Easyflyer



### Easyflyer sees its immediate future as one of continued responsible growth

“In the past three years, we’ve increased revenue from €1.4 to €2.8 million and then a forecast €5.6 million and are planning to continue that pattern,” Prêtre concludes. “We have an excellent foundation with our HP Latex Ink capabilities and are working to build the POP/POS market. Moving forward, we will continue to add HP printers and employees to meet the demands of our customers.

“Overall the fact that more importance is already being given to the environmental impact of printing, it is moving in the right direction. If we can have productive machines with the same finish or even better, and reasonable purchase costs, with great environmental credentials then that’s the future! HP is at the cutting edge. It has established high standards in terms of environmental responsibility and I hope HP will keep that pace and continue to set an example to other manufacturers so that all manufacturers go in the same direction,” concludes Prêtre.

View the video at 



Get connected.  
[hp.com/go/graphicarts](http://hp.com/go/graphicarts)

Share with colleagues.



- 1) HP Latex Inks are GREENGUARD Children and Schools Certified<sup>SM</sup> (see [greenguard.org](http://greenguard.org))
- 2) Special ventilation is not required to meet US OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer – no specific HP recommendation is intended. Customers should consult state and local requirements and regulations.
- 3) UL ECOLOGO Certification to UL 2801 demonstrates that an ink meets a range of stringent criteria related to human health and environmental considerations (see [ul.com/EL](http://ul.com/EL)).

© 2014 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA5-2648EEW, June 2014, Rev 1

